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DS&E NEWS RELEASE

Deutsch, Shea & Evans, Inc. 49 East 53rd Street, New York, NY 10022 • A subsidiary of Foote, Cone & Belding Communications, Inc.

For additional information:
Marjorie Freedland
(212) 688-0500 -- ext. 276

For immediate release:
November 16, 1984

TECHNICAL DEMAND DIPS AGAIN

For the fourth consecutive month, the High Technology Recruitment Index lost ground. The September Index stands at 130, a three-point drop from the August level.

There are signs, however, that the HTRI will plateau at around the 130-132 level, at least for a few months. The single-month figure for October registered 131, unchanged from the prior month and just two points higher than August's 129.

According to Deutsch, Shea & Evans' Research Division, we have to wait for developments during the next few months to get some indication of HTRI's direction in 1985. Confidence in the economy and continuation of the current administration and its commitment to defense spending may be compelling enough factors to send technical demand, as measured by the HTRI, on another upward trend.

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans, which has maintained the Index since 1960, is the human resources consulting and advertising subsidiary of Foote, Cone & Belding Communications, Inc.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
October, 1983	110	102
November	100	111
December	123	120
January, 1984	137	132
February	135	134
March	129	137
April	148	139
May	139	141
June	138	138
July	138	135
August	129	133
September	131	130
October	131	--

*Based on a 3-month running average

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For immediate release:
December 21, 1984

HTRI CONTINUES DOWNWARD

Technical demand, as measured by the High Technology Recruitment Index, showed continued weakness in October. The Index registered 128, a two-point decline from the September level of 130. HTRI has been losing two to three points a month since May and is likely to decrease further next month, based on the November single-month figure of 121 -- a 10-point drop from October's 131. It should be noted that the decline from October to November was in all geographic regions.

A spokesperson for Deutsch, Shea & Evans' Research Division observed that, in spite of the current decline, HTRI this year, month-for-month, is still well ahead of 1983 levels, and added that industry may just be postponing fourth-quarter '84 hiring until the first quarter of 1985.

(MORE)

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HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
November, 1982	100	111
December	123	120
January, 1984	137	132
February	135	134
March	129	137
April	148	139
May	139	141
June	138	138
July	138	135
August	129	133
September	131	130
October	131	128
November	121	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
January 24, 1985

TECHNICAL DEMAND STILL DECLINING

FINDS DEUTSCH, SHEA & EVANS

As predicted last month, the High Technology Recruitment Index continued its decline into November. The November Index stands at 123, a loss of five points from the prior month. This is the sixth consecutive month in which technical demand has lost ground.

A DS&E spokesperson observes, however, that when considered on an annual basis, technical demand in 1984, averaging 133, was well above the base-year norm of 100 and the 1983 annual average of 101.

The single-month December figure is 120, reflecting no appreciable change from November's 121.

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans, which has maintained the Index since 1960, is the human resources consulting and advertising subsidiary of Foote, Cone & Belding Communications, Inc.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
December	123	120
January, 1984	137	132
February	135	134
March	129	137
April	148	139
May	139	141
June	138	138
July	138	135
August	129	133
September	131	130
October	131	128
November	121	123
December	120	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
March 6, 1985

HTRI INCHES UPWARD

The High Technology Recruitment Index showed a slight gain in December to 125. This is a two-point increase over the prior month, halting a steady decline which started last June.

Initial 1985 data indicate that technical demand may be entering into a period of upward movement. The January single-month figure is 135, a fifteen-point jump from December and the highest single-month level since July, 1984. However, because of the 1984 fourth quarter dip, HTRI is starting off 1985 at about the same level as 1984, when the January figure stood at 137.

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans, which has maintained the Index since 1960, is the human resources consulting and advertising subsidiary of Foote, Cone & Belding Communications, Inc.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
January, 1984	137	132
February	135	134
March	129	137
April	148	139
May	139	141
June	138	138
July	138	135
August	129	133
September	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
March 20, 1985

TECHNICAL DEMAND REMAINS STEADY

The High Technology Recruitment Index entered 1985 showing no appreciable change from late 1984. The three-month running average for January, 126, was just one point higher than the December level.

Over the past thirteen months, HTRI has been relatively steady, remaining within an eighteen-point range, between 123 and 141. However, the January 1985 figure is six points lower than that for the same month a year ago.

Single-month data for February declined to 123, indicating that the initial spurt in 1985 technical demand evidenced by January's 135, may not be sustained.

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans, which has maintained the Index since 1960, is the human resources consulting and advertising subsidiary of Foote, Cone & Belding Communications, Inc.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
February	135	134
March	129	137
April	148	139
May	139	141
June	138	138
July	138	135
August	129	133
September	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
April 24, 1985

DS&E'S TECHNICAL DEMAND INDEX STILL UNCHANGED

Technical demand as measured by DS&E's HIGH TECHNOLOGY RECRUITMENT INDEX remained virtually unchanged in February, registering 127, a point up from January's 126. This continues the relatively stable performance of the indicator during the past several months. It has fluctuated only within a 10-point range: 123-133.

The static condition of the marketplace is reflected, too, in the single-month data. The March figure is 122, a slide of only one point from the prior month.

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans, which has maintained the Index since 1960, is the human resources consulting and advertising subsidiary of Foote, Cone & Belding Communications, Inc.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
March	129	137
April	148	139
May	139	141
June	138	138
July	138	135
August	129	133
September	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	127
March	122	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
May 14, 1985

HTRI DECLINES IN MARCH

The HIGH TECHNOLOGY RECRUITMENT INDEX decreased in March, indicative of a somewhat softening market for technical talent. The March indicator stands at 122, five points off the prior month.

Notes a spokesperson for DS&E, "Thus far in 1985, HTRI has been lagging behind 1984. March is fifteen points off last year's level. This is, no doubt, a reflection of the status quo in technical employment -- and even layoffs -- in some high tech industries."

Although single-month data for April, 121, show only slight change from March's 122, the change is in a downward direction.

(MORE)

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HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
April	148	139
May	139	141
June	138	138
July	138	135
August	129	133
September	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
June 17, 1985

TECHNICAL DEMAND CONTINUES TO SLIDE

Technical demand as measured by the HIGH TECHNOLOGY RECRUITMENT INDEX is continuing its year-long decline. The April Index stands at 118, a drop of four points from the March level.

Further decrease is expected next month, as the May single-month figure dropped 12 points to 109 from April's 121.

"The disappointing performance of the semiconductor and computer industries, and cost-cutting measures instituted by other high tech industry employers, have obviously had an impact on hiring activity," observes a DS&E research analyst. "These factors, along with a generally lackluster economy and persistent merger rumors among Fortune 500 organizations, have had a combined negative effect on technical recruitment."

(MORE)

The HTRI is based on the volume of recruitment advertising directed to degreed engineers and scientists in key U.S. newspapers and technical journals each month. Deutsch, Shea and Evans, which has maintained the Index since 1960, is the human resources consulting and advertising subsidiary of Foote, Cone & Belding Communications, Inc.

HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
May	139	141
June	138	138
July	138	135
August	129	133
September	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
July 16, 1985

HTRI TRENDING DOWNWARD

In May, the HIGH TECHNOLOGY RECRUITMENT INDEX lost six points from the April level of 118, triggered by continuing declines in the computer and electronics industries. The indicator now stands at 112.

The single-month figure for June is 105, portending the likelihood of a further drop next month.

According to DS&E's Research Director, "We may not see an increase in the HTRI until the Fall, as corporations postpone hiring during the summer, and fill their immediate requirements from the pool of technical talent available from recent layoffs."

(MORE)

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HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
June	138	138
July	138	135
August	129	133
September	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
August 9, 1985

JUNE HTRI AT 108

Technical demand continued downward in June. The HIGH TECHNOLOGY RECRUITMENT INDEX registered only 108, extending the slide which began a little over a year ago.

However, there may be a turn-around in the offing. A DS&E spokesperson, who is cautiously optimistic, notes, "Single-month figures indicate the slump may have bottomed out last month. Although July is only 5 points higher, 110, it is significant that all components of the Index--technical journal, newspaper classified, and newspaper display advertising - show gains. We will have to await developments over the next few months to determine whether or not a bona fide recovery is in progress."

(MORE)

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HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
July	138	135
August	129	133
September	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
September 12, 1985

Technical Demand Still Declining

The HIGH TECHNOLOGY RECRUITMENT INDEX continued downward in July to 105, a two-year low. The drop occurred in spite of preliminary indications that an end to the current year-long decline might be imminent.

Further losses may be in store. The single-month figure for August, 100 (the base-year norm), reflects a 10-point decrease from the prior month. It is difficult to project when, and from what level, an upturn will begin.

"The country is in a heavy defense expenditure mode," observes a DS&E research analyst, "which characteristically is accompanied by a high level of technical hiring. However, the present administration's emphasis on military spending has twice -- in 1982-83 and currently -- been unable to offset the losses in technical demand in unrelated industries. When technical hiring accelerates in the nonmilitary sector, HTRI will start on an upward trend."

(MORE)

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HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
August, 1984	129	133
September	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	105
August	100	--

*Based on a 3-month running average

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FOR IMMEDIATE RELEASE:
October 22, 1985

HTRI SHOWS MINIMAL GAIN

Technical demand as measured by the HIGH TECHNOLOGY RECRUITMENT INDEX increased slightly in August. The three-month running average gained three points over the prior month and stands at 108.

The single-month figure for September is 113. As September is traditionally the beginning of the Fall recruiting season, this modest reading reflects the continuing, geographically widespread, lackluster market for engineers and scientists.

Any substantial increase in technical demand which may occur during the remainder of the year should begin to be evident by next month.

(MORE)

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HIGH TECHNOLOGY RECRUITMENT INDEX

(1961=100; Seasonally Adjusted)

Month	Single-Month Figure	High Technology Recruitment Index*
September, 1984	131	130
October	131	128
November	121	123
December	120	125
January, 1985	135	126
February	123	127
March	122	122
April	121	118
May	109	112
June	105	108
July	110	105
August	100	108
September	113	--

*Based on a 3-month running average

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